

Sample Social Media: \$25 Summer Cards

Customize the following sample social media posts to promote your \$25 Summer Card events.

Static Ad: Summer Cards

Downloadable Graphics:

- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Your free COVID-19 vaccine comes with more than peace of mind: A \$25 Summer Card to cover your time and transportation. **[Insert local event call to action]**

Find your spot to take your shot. Visit YourSpotYourShot.nc.gov

Dynamic Ad: Summer Cards

Downloadable Videos:

- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Your free COVID-19 vaccine comes with more than peace of mind: A \$25 Summer Card to cover your time and transportation. **[Insert local event call to action]**

Find your spot to take your shot. Visit YourSpotYourShot.nc.gov

Static Ad: Summer Cards for Drivers

Downloadable Graphics:

- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Get a gift for driving COVID-19 vaccinations. Drive family members, friends or neighbors to their COVID-19 vaccination and get a \$25 Summer Card. **[Insert local event call to action]**

Find the spot to get people to their shot. YourSpotYourShot.nc.gov

Dynamic Ad: Summer Cards for Drivers

Downloadable Videos:

- [Instagram](#)
- [Twitter/Facebook](#)

Caption:

Get a gift for driving COVID-19 vaccinations. Drive family members, friends or neighbors to their COVID-19 vaccination and get a \$25 Summer Card. **[Insert local event call to action]**

Find the spot to get people to their shot. YourSpotYourShot.nc.gov